

Item 1 – Cover Page

**McClarren Financial Advisors, Inc.**

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Date of Brochure: November 1, 2020

This Brochure provides information about the qualifications and business practices of McClarren Financial Advisors, Inc. If you have any questions about the contents of this Brochure, you may contact us at (814) 235-1940 and/or [jennifer@mcclarren.com](mailto:jennifer@mcclarren.com) to obtain answers and additional information.

Registration of an investment adviser does not imply any level of skill or training. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or any state regulatory authority.

Additional information about McClarren Financial Advisors, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for our firm is: 122147.

## Item 2 – Material Changes

We have made the following material changes since our last annual update to the Brochure dated January 1, 2020.

Item 4 – The firm moved from state to SEC registration in July 2020.

If any of the content of our Brochure is materially changed, we will ensure that all current Clients receive a copy of a revised Brochure along with a Summary of Material Changes within 120 days of the close of our business' fiscal year.

Whenever required, we will provide ongoing disclosure information about material changes and will provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Jennifer Anderson at (814) 235-1940 or [jennifer@mcclarren.com](mailto:jennifer@mcclarren.com). Brochures are provided free of charge.

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#### Item 4 – Advisory Business

McClarren Financial Advisors, Inc. (“MFA”, “McClarren Financial Advisors” or “Advisor”) is a fee-only holistic financial planning firm that specializes in providing holistic financial planning and investment advisory services to individuals and families. MFA is owned and operated by Jeffrey McClarren, who established the firm in 1999. Additional owners of the firm are Gregory Reeder 15% and Jennifer Anderson 10%. MFA offers a wide range of financial services. Specifically, MFA distinguishes itself from traditional investment advisory firms by providing services to meet your investment needs, as well as tax, estate planning, risk management, retirement planning, and business development needs.

In July 2020, the firm moved from state to SEC registration. “Registration” means only that MFA has met the minimum requirements for registration as an investment advisor and does not apply a certain level of skill or training or that the SEC or any other regulator guarantees the quality of our services or recommends them.

Advisor and Client will enter into an agreement which details the scope of the relationship and responsibilities of both MFA and Client. Advice and services provided under the agreement are tailored to the stated objectives of the Client(s).

Investment management is performed on a discretionary management basis unless otherwise agreed upon with the Client. Accordingly, MFA has the authority to manage and direct the client's portfolio, with respect to all purchases, sales, reinvestment and all other investment activities in the portfolio, all without prior consultation with the Client.

MFA provides the following service:

- 1. Standard Retainer:** A Standard Retainer provides holistic/comprehensive financial planning for a fixed fee over the course of one year. Clients will have three or four scheduled meetings during the Initial Year (see below), depending on their individual situation, and generally two or three scheduled meetings during Renewal Years (see below). In addition to scheduled meetings, additional face-to-face, e-mail and/or phone consultations are included at no additional charge.

Services provided may include, but are not limited to: tax preparation, tax planning, insurance review, inventory of assets, analysis of financial goals, portfolio analysis, development of an asset allocation strategy, no-load mutual fund recommendations, retirement planning and estate plan reviews.

**Initial Year of Standard Retainer** - Scheduled meeting topics are listed below. MFA will schedule meetings to cover those topics relevant to you, such as:

- Tax preparation
- Budgeting and cash flow
- Tax planning
- Record-keeping
- Inventory of client assets
- Retirement planning

- Portfolio analysis
- Goal setting
- Develop asset allocation strategies
- Estate planning review
- Recommend investments
- Small business planning
- Insurance analysis
- Education planning
- Analysis of employee benefits

**Renewal Years of Standard Retainer** – In renewal years, the number of meetings is typically 2-3. Appointment topics will depend on what is most appropriate for the client but generally include topics such as:

- Tax planning and tax preparation
- Goal setting/review
- Investment review/update
- Rebalancing of assets
- Financial planning and/or any financial services as requested or needed by client.

## **2. Young Professionals Retainer**

The Young Professionals Retainer is a retainer agreement that we offer for high-income earners who are just starting out in the accumulating asset phase. The ideal young professional client has the following attributes:

- Under age 35
- Starting income of \$100K jointly or individually
- No asset minimum but not more than \$200,000 in investable assets

What is included in this retainer agreement are not limited to the following:

- \$3,000 - \$3,500 annual fee for a two-year period.
- Meetings with one of our Associate Advisors who is an Investment Advisor Representative.
- First year of the retainer includes three meetings: investments, insurance/estate planning and tax planning.

- Second year of the retainer includes two meetings: investments, and tax planning
- Tax preparation is included in the fee for both years.
- The Young Professionals Retainer is a two-year program. At the conclusion of the second year, the client can move to a Standard Retainer. A new fee will be calculated, based on the client's current income, assets, and scope of work at that time.
- Open-ended retainers are not limited to scheduled appointments only. There is no added charge for calling or emailing us.
- Offering of the Young Professional retainer agreement is subject to McClarren Financial Advisors Inc.'s (MFA) discretion.

**4. All levels of service may not be offered to every client. MFA must use its discretion to determine whether the service level adequately matches the circumstances and goals of the client.**

MFA does not participate in or sponsor any wrap fee programs.

MFA does not supervise or manage client accounts or assets. MFA provides advisory services to clients only on a periodic basis or upon request.

**Amount of Assets Under Management**

As of October 28, 2020, MFA had \$215,857,257 under management; \$171,952,437 on a discretionary basis and \$43,904,820 on a nondiscretionary basis.

**Item 5 – Fees and Compensation**

**Standard Retainer**

Fees for the Initial Year of Standard Retainer range from: \$3,500 - \$26,000.

Fees are calculated annually and payable every four months, in advance. The first payment of the year is 50% of the total. The two remaining payments are 25% of the total. Fees are calculated based on the overall complexity of clients' financial situation and the amount of time projected to complete the agreed upon services.

Legacy clients may have lower fees.

*Add-ons, credits, and miscellaneous adjustments:* Credits and miscellaneous adjustments may be applied if warranted. Any credits or adjustments will be determined at the sole discretion of MFA.

**Young Professionals Retainer**

Fee range is \$3,000 - \$3,500 per year, for a two-year period.

In no event will MFA collect more than \$500.00 more than six months in advance of providing services for any client.

In addition to MFA's fee, clients may incur certain other fees and charges to implement MFA's recommendations. Additional charges and fees may be imposed by custodians, brokers, third party professionals and other third parties, such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic funds fees, and other fees and taxes. Mutual funds and exchange traded funds also charge internal management fees which are

disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to MFA's fee.

Fees are generally not negotiable. The client may terminate an engagement by providing written notice within five business days of signing a retainer agreement. Additionally, either party may terminate an agreement, at any time upon 30 days written notice. Any prepaid but unearned fees will be promptly refunded by MFA. MFA does not impose any penalties for termination of any agreement, however any fees that have been earned but not yet paid by the Client will be due and payable to MFA. Whether fees have been earned or unearned will be determined by MFA at MFA's sole discretion.

Fees are billed per the client agreement and may be paid by check or credit card. Clients may provide written authorization to the custodian of their accounts at TD Ameritrade to pay their fees from the client's account(s). Under these circumstances MFA will send to the client and the custodian at the same time, a bill showing the amount of the fee and the specific manner in which the fee was calculated. TD Ameritrade does not verify the accuracy of MFA's advisory fee calculation. The custodian will send the client a statement, at least quarterly, indicating all amounts disbursed from the account including the amount of advisory fees paid directly to MFA.

MFA does not sell insurance or investment products, and does not accept commissions as a result of any product recommendations. MFA does not pay referral or finder's fees, nor does it accept such fees from other firms.

#### **Item 6 – Performance-Based Fees and Side-By-Side Management**

MFA does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

#### **Item 7 – Types of Clients**

MFA provides holistic financial planning and investment advisory services primarily to individuals and families. We strive to work with people from all different walks of life. As such, we maintain no minimum net-worth or asset requirements. As discussed above, your chosen relationship agreement and fee will be based upon your individual circumstances.

#### **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

MFA approaches investment portfolio analysis and implementation based on internal factors such as your tax situation, overall risk tolerance, current financial situation, and your personal goals and aspirations. After identifying these items, your portfolio will be structured around your individual needs, while minimizing negative effects of external factors, such as interest rates, market performance, and the economy as a whole.

##### *Types of Investments*

In general, MFA primarily recommends no-load mutual funds (i.e., mutual funds that have no sales fees), exchange traded funds, U.S. government securities, money market accounts, certificates of deposit, and individual bonds (corporate, agency and municipal). However, in the course of providing investment advice, MFA may address issues related to other types of assets that you may already own. Any other products that may be deemed appropriate for you will be discussed, based upon your goals, needs and objectives.

Each type of security has its own unique set of risks associated with it, and it would not be possible to disclose all of the specific risks of every type of investment in this Brochure. We strive to keep Clients educated and informed of material risks associated with particular investments. If you have

any questions regarding the risks associated with a particular investment, please feel free to contact Jeffrey McClarren.

**Mutual funds** are a diversified mix of investments. Mutual funds are only traded once per day at the end of the day. Significant movement intraday in a sector cannot be addressed until the mutual fund is sold and priced at the end of the day. Some factors used in selecting appropriate funds include: fund fees, performance, manager longevity, concentration of risk, and sector. Fund prices are periodically monitored and compared against their category and peers. If a fund is showing weakness, alternative funds in the same sector are reviewed and if appropriate, replaced in models established for different risk levels. Changes in market conditions or fund performance may result in a change in the models.

**ETFs** are an investment fund traded on stock exchanges, much like stocks or equities. An ETF holds assets such as stocks, commodities, or bonds and trades at approximately the same price as the net asset value of its underlying assets over the course of the trading day. Most ETFs track an index, such as the S&P 500. However, some ETFs are fully transparent actively managed funds. Market risk is, perhaps, the most significant risk associated with ETFs. This risk is defined by the day to day fluctuations associated with any exchange traded security, where fluctuations occur in part based on the perception of investors.

**Individual debt securities** (also often referred to as “bonds”) are typically safer investments than equity securities, but their risk can also vary widely based on: the financial health of the issuer; the risk that the issuer might default; when the bond is set to mature; and, whether or not the bond can be “called” prior to maturity. When a bond is called, it may not be possible to replace it with a bond of equal character paying the same rate of return.

#### *Methods of Analysis*

We research and analyze securities using primarily fundamental analysis. However, we also employ methods such as technical and charting analysis.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages. This type of analysis concentrates on factors that determine a company’s value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Technical analysis** involves the analysis of past market data; primarily price and volume. This strategy attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows perceptible patterns, which if identified a prediction can be made. The risk is that markets do not always follow patterns. Relying solely on this method may not work long term.

**Charting analysis** involves the use of patterns in performance charts. We use this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security. This type of analysis involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

#### *Investment Strategies*

The primary investment strategy we use to implement investment advice given to Clients includes long-term purchases.

**Long Term Purchases** are securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year. A risk in a long-term purchase strategy is that, by holding the security for this length of time, you may miss out on short-term gains that could be more profitable. Further, it is possible that for various reasons a security may decline in value before a decision to sell is made.

Occasionally we may employ a short-term investment strategy when suitable and appropriate for a Client, however this is not a common investment strategy employed by the firm.

**Short Term Purchases** are securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short term price fluctuations. A risk in a short-term purchase strategy is that, should an anticipated price swing not materialize, you may be left with having a long-term investment in a security that was designed to be a short-term purchase, or potentially taking a loss. In addition, this strategy involves more frequent trading than does a longer-term strategy, and will result in increased brokerage and other transaction-related costs. This strategy also involves less favorable tax treatment of short-term capital gains.

#### *Sources of Information*

The main sources of information we rely upon when researching and analyzing securities include traditional research materials such as financial newspapers and magazines, annual reports, prospectuses, filings with the SEC, as well as research materials prepared by others. We also subscribe to various professional publications deemed to be consistent and supportive of our investment philosophy.

#### *Risk of Loss*

We use our best judgment and good faith efforts in rendering services to Client. However, all investments involve risk of loss that Clients should be prepared to bear. For example, investments are subject to certain market, currency, economic, political and business risks, such as:

- **Interest-Rate Risk:** Fluctuations in interest rates may cause corresponding investment price fluctuations. For example, when interest rates rise, yields on existing bonds become less attractive, causing their prices to decline. Stocks and other asset classes may decline in price as well.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year. Purchasing power erodes due to increasing price levels for a broad basket of goods and services.
- **Deflation Risk:** The decline in asset values and price levels for a broad basket of goods and services due to a lack of demand. The opposite of Inflation Risk, this raises the future purchasing power of a dollar.

- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate is not. When an asset becomes illiquid, its sale value may drop dramatically compared to its intrinsic value.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

We cannot warrant or guarantee any particular level of account performance, or that account will be profitable over time. Not every investment recommendation we make will be profitable. Clients assume all market risk involved in the investment of account assets.

Except as may otherwise be provided under the Investment Advisers Act of 1940 or other applicable state or federal law, we are not liable to Clients for:

- Any loss that Clients may suffer by reason of any investment recommendation we made with that degree of care, skill, and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; or
- Any act or failure to act by a custodian or other third party to Client accounts.

It is the responsibility of the Client to give us complete information and to notify us of any changes in financial circumstances or goals. Notwithstanding the foregoing, Clients **do not** waive any rights they may have under applicable state and federal laws.

### **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of McClarren Financial Advisors or the integrity of Jeffrey McClarren's management. MFA has no information to disclose applicable to this Item.

### **Item 10 – Other Financial Industry Activities and Affiliations**

Jeffrey McClarren, Gregory Reeder and Brandon Redmond are members of the Alliance of Comprehensive Planners (ACP). This non-profit organization provides training and support through an alliance of fee-only comprehensive financial advisors. As a member of the ACP, MFA has the right to use proprietary products and systems designed by the ACP. The ACP offers education in the form of in-person, web and teleconferences (which may provide continuing education credits) and services produced by collaborative efforts of the fee-only financial advisors.

Jeffrey McClarren is also a member of the National Association of Personal Financial Advisors (NAPFA), which requires that its members are fee-only and obtain a minimum of 60 continuing education credits every two years.

Jeffrey McClarren, Gregory Reeder, Brandon Redmond, and Joshua Purdy are CERTIFIED FINANCIAL PLANNER™. The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 73,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

McClarren Financial Advisors seeks to avoid material conflicts of interest. Accordingly, neither MFA nor its investment adviser representatives nor its team members receive any third party direct monetary compensation (i.e., commissions, 12b-1 fees, or other fees) from brokerage firms (custodians) or mutual fund companies. However, some additional services and non-direct monetary or other forms of compensation may be offered and provided to MFA as a result of its relationships with custodian(s) and/or providers of mutual fund products. For example, MFA's representatives and employees may be invited to attend educational conferences and/or entertainment events sponsored by such brokerage firms or custodians or mutual fund companies. MFA believes that the services and benefits provided to it by brokerage firms (custodians) and mutual fund providers do not materially affect the investment management recommendations made to clients. However, in the interest of full disclosure of any potential conflicts of interest, we discuss the possible conflicts herein.

Although MFA believes that its business methodologies, ethics rules, and adopted policies are appropriate to eliminate, or at least minimize, potential material conflicts of interest, and to appropriately manage any material conflicts of interest that may remain, clients should be aware that no set of rules can possibly anticipate or relieve all potential material conflicts of interest. In any event, MFA will disclose to advisory Clients any material conflict of interest relating to MFA, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

#### **Our Code of Ethics**

MFA has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons of MFA must acknowledge the terms of the Code of Ethics annually, or as amended.

#### **Participation or Interest in Client Transactions and Personal Trading**

MFA does not currently participate in securities in which it has a material financial interest. MFA and its related persons, as a matter of policy, do not recommend to clients, or buy or sell for client accounts, securities in which the firm or its related persons has a material financial interest.

MFA or individuals associated with MFA may buy and sell some of the same securities for its own account that MFA recommends to its Clients. In some cases MFA may buy or sell securities for its own account for reasons not related to the strategies recommended to MFA's Clients. The Code of Ethics is designed to assure that the personal securities transactions will not interfere with making decisions in the best interest of advisory clients, while at the same time allowing employees to invest for their own accounts.

Certain classes of securities, such as open ended mutual funds, are permitted to be traded by our employees without prior permission because such trades would not materially interfere with the best interest of MFA's clients. Nonetheless, because the Code of Ethics permits employees to invest in

the same securities which may be recommended to clients, there is a possibility that employees might somehow benefit from the market activity of a client. Accordingly, when applicable, Employee trading is monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between MFA and its clients.

MFA will disclose to advisory Clients any material conflict of interest relating to MFA, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice. MFA will notify Clients in advance of its policies in respect to officers trading for their own account including the potential conflict of interest that arises when recommending securities to Clients in which MFA or its principal holds a position.

### **Item 12 – Brokerage Practices**

Our Clients' assets are held by independent third-party custodians.

We use our discretion in recommending a broker-dealer. Clients are not obligated to effect transactions through any broker-dealer recommended by us and we do not receive referrals from a broker-dealer or any third party in connection with the services we provide to our Clients. In recommending a broker-dealer we will comply with our fiduciary duty to seek best execution and with the Securities Exchange Act of 1934 and will take into account such relevant factors as:

- Price, including transaction costs and other fees charged;
- The custodian's facilities, reliability and financial responsibility;
- The ability of the custodian to effect transactions, particularly with regard to such aspects as timing, order size and execution of order; and
- Any other factors that we consider to be relevant.

We may receive research or other products or services other than execution from a broker-dealer or a third party ("soft dollar benefits"). Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, we may receive without cost (and/or at a discount) support services and/or products, certain of which assist us to better monitor and service client accounts maintained at such institutions. Included within the support services may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by us in furtherance of our investment supervisory business operations.

Clients are free to accept or reject any recommendations we provide. In any case, Clients are solely responsible for the implementation of any recommendations.

### **Item 13 – Review of Accounts**

Reviews are offered annually to all financial planning Clients under retainer. Reviews assess diversification, investment performance, whether accounts are in keeping with Client's investment plan, as well as address applicable tax, insurance, and estate planning issues. Reviews are conducted by Investment Adviser Representatives of the firm.

More frequent reviews may be triggered by Client request, change in market conditions or tax laws, change in Client's situation, or other event relevant to Client's financial planning.

Financial planning clients receive financial plan recommendations periodically during the term of their engagement of MFA. This report will include a review of the Client's tax and investment planning objectives, evaluation of progress toward financial goals, and if necessary, a review of cash management, insurance coverage, and estate planning. Other financial planning topics are also included based on the Client's needs.

If you maintain any brokerage account(s), your broker-dealer or custodian will provide a statement at least quarterly which includes a list of all assets held in the account, asset values, and all transactions affecting the account assets, including any additions or withdrawals.

#### **Item 14 – Client Referrals and Other Compensation**

We have no arrangements, written or oral, in which we are compensated by any third parties related to the investment advice or services we provide to Clients. We do not compensate third parties for client referrals.

#### **Item 15 – Custody**

MFA does not have custody over Client funds and securities. Accordingly, MFA shall have no liability to the Client for any loss or other harm to any property in their accounts, including any harm resulting from the insolvency of any custodian or any other third party, whether or not the full amount or such loss is covered by the Securities Investor Protection Corporation ("SIPC") or any other insurance which may be carried by the custodian. The Client understands that SIPC provides only limited protection for the loss of property held by a custodian.

With a client's consent, MFA may be provided with the authority to seek deduction of MFA's fees from a client's account(s). MFA will send billing invoices to the client. Clients will receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains client's investment assets. MFA urges all clients to carefully review such statements and compare such official custodial records to any statements that we may provide to you. MFA may also provide clients with periodic reports on client's account. These reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

You must receive at least quarterly account statements from your qualified custodian. If you are not receiving at least quarterly custodial account statements, please contact us at the number on the cover page of this brochure.

#### **Item 16 – Investment Discretion**

We do accept discretionary and nondiscretionary authority to manage securities accounts on behalf of our clients. Clients are solely responsible for the decision of whether to implement or disregard any recommendation we make and place their own trades.

MFA is considered to exercise investment discretion over a client's account if it can effect transactions for the client without first having to seek the client's consent. The firm is given this authority through a power-of-attorney included in the agreement between the firm and the client. Clients may request a limitation on this authority (such as certain securities not to be bought or sold).

MFA takes discretion over the following activities:

- The securities to be purchased or sold;

- The amount of securities to be purchased or sold; and
- When transactions are made.

Non-discretionary authority requires MFA to obtain Client's prior approval of each specific transaction prior to executing investment recommendations, as well as for the selection and retention of sub-advisors to the account. MFA will act in accordance with a Statement of Investment Policy (or similar document used to establish Client's objectives and suitability), regardless of whether authority is discretionary or non-discretionary.

MFA will only execute transactions for Clients when specifically requested and authorized by Client in writing (via a fully executed limited power of attorney "LPOA") and only if such a request is explicitly accepted by MFA.

#### **Item 17 – Voting Client Securities**

As a matter of firm policy and practice, MFA does not accept any authority to and does not vote proxies on behalf of advisory clients. Additionally, we do not provide advice to clients on how the client should vote proxies.

Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. If any proxy materials are received by MFA on behalf of a client, they will be sent directly to the client or a designated representative of the client, who is responsible to vote the proxy.

#### **Item 18 – Financial Information**

Under no circumstances will MFA solicit or require prepayment of more than \$500, six months or more in advance from any Client for advisory services.

MFA does not have discretionary authority or custody over Client funds or securities.

We have no financial commitments that would impair our ability to meet contractual and fiduciary commitments to clients. Neither MFA, nor any of the principals, have been the subject of a bankruptcy petition at any time in the past.

**Jeffrey L. McClarren, CFP®, EA**

MCLARREN FINANCIAL ADVISORS, Inc.

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[www.mcclarren.com](http://www.mcclarren.com)

Date of Brochure: November 1, 2020

This Brochure Supplement provides information about Jeffrey L. McClarren, CFP®, EA that supplements the McClarren Financial Advisors brochure. You should have received a copy of that brochure. Please contact Jennifer Anderson if you did not receive a copy of MFA's firm brochure or if you have any questions about the contents of this supplement.

Additional information about Jeffrey McClarren is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. McClarren is 3213838.

The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

## Item 2 Educational Background and Business Experience

We require any supervised person involved in the practice of providing investment advice to clients to have at a minimum, a bachelor's degree from an accredited university, preferably with a major in finance, economics, or business, etc. These persons must also pass appropriate licensing examinations and are strongly encouraged to seek continuing education opportunities available in the industry, including appropriate certifications or designations.

Jeffrey Lee McClarren, CFP<sup>®</sup>, EA

Year of Birth: 1958

### EDUCATION AND BUSINESS BACKGROUND

B.S. Pennsylvania State University, 1980, Agricultural Business Management

College for Financial Planning, 1998, CFP Professional Education Program

Related Work History:

1999-Present: McClarren Financial Advisors - State College, PA – Founder, Financial Advisor

1991-2007: Jackson Hewitt Tax Service - State College and Bellefonte, PA - Franchisee

1985-1999: Trinity Investment Management Corporation - Bellefonte, PA - Equity Research Analyst

**CERTIFIED FINANCIAL PLANNER<sup>™</sup>, CFP<sup>®</sup>** and federally registered CFP (with a flame design) marks (collectively, the “CFP<sup>®</sup> marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (CFP Board).

The CFP<sup>®</sup> certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP<sup>®</sup> certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

Currently, to attain the right to use the CFP<sup>®</sup> marks, an individual must satisfactorily fulfill the following requirements:

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP<sup>®</sup> Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- **Ethics** – Agree to be bound by the CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Enrolled Agent (EA):** Enrolled Agents are enrolled by the Internal Revenue Service and authorized to use the EA designation. The following are the EA enrollment requirements as of January 1, 2014 and may not be the qualifications in place when the credential was obtained.

- Successful completion of the three-part IRS Special Enrollment Examination (SEE), or completion of five years of employment by the IRS in a position which regularly interpreted and applied the tax code and its regulations.
- Successfully pass the background check conducted by the IRS.
- Complete 72 hours of professional education every three years, including two hours of ethics.

### **Item 3 Disciplinary Information**

Jeffrey McClarren has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client’s evaluation of us or any of the services MFA provides.

### **Item 4 Other Business Activities**

Other than those disclosed in Part 2A, Item 10 (above), Jeffrey prepares tax returns for financial planning and non-financial planning clients. During tax season, he may spend up to 90% of his time in this activity.

### **Item 5 Additional Compensation**

Jeffrey McClarren only receives compensation from Clients in the form of fee only investment advisory and financial planning services performed on behalf of MFA. He receives no additional compensation in relation to the investment advice provided to Clients from any third parties.

### **Item 6 Supervision**

Jeffrey McClarren is responsible for the supervision of all services and advice provided to Clients of MFA and for the management of the firm.

**Gregory Alan Reeder, CFP®**

MCCLARREN FINANCIAL ADVISORS, INC.

1364 South Atherton Street  
State College, PA 16801

(814) 235-1940

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Date of Brochure: November 1, 2020

This Brochure Supplement provides information about Gregory Alan Reeder, CFP® that supplements the McClarren Financial Advisors brochure. You should have received a copy of that brochure. Please contact Jennifer Anderson if you did not receive a copy of MFA's firm brochure or if you have any questions about the contents of this supplement.

Additional information about Greg Reeder is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Reeder is 6302392.

The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

## Item 2 Educational Background and Business Experience

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Gregory Alan Reeder, CFP®

Year of Birth: 1986

### EDUCATION AND BUSINESS BACKGROUND

B.S. Lock Haven University of Pennsylvania, 2009, Business Administration

Northwestern University, 2013, CFP® Certification Education Program

Work History:

2015-Present: McClarren Financial Advisors - State College, PA – Financial Advisor

2011-2015: McClarren Financial Advisors - State College, PA – Financial Planning Assistant

2010-2011: Bellefonte Area School District – Bellefonte, PA – ParaEducator

2005-2009: College Student

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- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined are necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- **Ethics** – Agree to be bound by the CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:

- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 Disciplinary Information**

Greg Reeder has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client’s evaluation of us or any of the services MFA provides.

### **Item 4 Other Business Activities**

Greg has no business activities outside of his work with MFA.

### **Item 5 Additional Compensation**

Greg Reeder only receives compensation from his work at MFA. He receives no additional compensation in relation to the investment advice provided to Clients from any third parties.

### **Item 6 Supervision**

Greg Reeder is supervised by Jeffrey McClarren. Mr. McClarren reviews Mr. Reeder’s work through frequent office interactions. Mr. McClarren can be contacted at (814) 235-1940.

**Jennifer Michelle Anderson**

MCCLARREN FINANCIAL ADVISORS, INC.

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Date of Brochure: November 1, 2020

This Brochure Supplement provides information about Jennifer Michelle Anderson that supplements the McClarren Financial Advisors brochure. You should have received a copy of that brochure. Please contact Jennifer Anderson if you did not receive a copy of MFA's firm brochure or if you have any questions about the contents of this supplement.

Additional information about Jennifer Anderson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Ms. Anderson is 6303745.

The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

## **Item 2 Educational Background and Business Experience**

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Jennifer Michelle Anderson

Year of Birth: 1977

### **EDUCATION AND BUSINESS BACKGROUND**

B.S. The Pennsylvania State University, 1999, BS Business Management

Work History:

2018-Present: McClarren Financial Advisors - State College, PA – Business Manager

2008-2017: McClarren Financial Advisors - State College, PA – Compliance Assistant/Special Client Project Coordinator

### **Item 3 Disciplinary Information**

Jennifer Anderson has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of us or any of the services MFA provides.

### **Item 4 Other Business Activities**

Jennifer Anderson maintains a Life, Accident and Health Insurance license. Ms. Anderson maintains the license in order to assist clients with understanding their insurance policies. She does not maintain her license with any insurance company and is prohibited from selling insurance.

### **Item 5 Additional Compensation**

Jennifer Anderson only receives compensation from her work at MFA. She receives no additional compensation in relation to the investment advice provided to Clients from any third parties.

### **Item 6 Supervision**

Jennifer Anderson is supervised by Jeffrey McClarren. Mr. McClarren reviews Ms. Anderson's work through frequent office interactions. Mr. McClarren can be contacted at (814) 235-1940.

**Brandon Keith Redmond, CFP®**

MCCLARREN FINANCIAL ADVISORS, INC.

1364 South Atherton Street  
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Date of Brochure: November 1, 2020

This Brochure Supplement provides information about Brandon Keith Redmond that supplements the McClarren Financial Advisors brochure. You should have received a copy of that brochure. Please contact Jennifer Anderson if you did not receive a copy of MFA's firm brochure or if you have any questions about the contents of this supplement.

Additional information about Brandon Redmond is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Redmond's is 6747853.

The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

## Item 2 Educational Background and Business Experience

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Brandon Keith Redmond

Year of Birth: 1987

### EDUCATION AND BUSINESS BACKGROUND

Bryant University, 2018, CFP® Certification Education Program

B.S. The Pennsylvania State University, 2009, BS Agricultural Systems Management

Work History:

2018 - Present: McClarren Financial Advisors - State College, PA – Financial Advisor

2018-2019: McClarren Financial Advisors - State College, PA – Associate Advisor

2016-2017: McClarren Financial Advisors - State College, PA – Financial Planning Assistant

2012-Present: The Pennsylvania State University – University Park, PA – Concessions Supervisor

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- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

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### **Item 3 Disciplinary Information**

Brandon Redmond has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client’s evaluation of us or any of the services MFA provides.

### **Item 4 Other Business Activities**

Brandon has no investment-related business activities outside of his work with MFA.

### **Item 5 Additional Compensation**

Brandon Redmond only receives compensation from his work at MFA. He receives no additional compensation in relation to the investment advice provided to Clients from any third parties.

### **Item 6 Supervision**

Brandon Redmond is supervised by Jeffrey McClarren. Mr. McClarren reviews Mr. Redmond’s work through frequent office interactions. Mr. McClarren can be contacted at (814) 235-1940.

**Joshua Kyle Purdy, CFP®**

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1364 South Atherton Street  
State College, PA 16801

(814) 235-1940

[www.mcclarren.com](http://www.mcclarren.com)

Date of Brochure: November 1, 2020

This Brochure Supplement provides information about Joshua Kyle Purdy that supplements the McClarren Financial Advisors brochure. You should have received a copy of that brochure. Please contact Jennifer Anderson if you did not receive a copy of MFA's firm brochure or if you have any questions about the contents of this supplement.

Additional information about Joshua Purdy is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable CRD number for Mr. Purdy's is 7097877.

The information in this Supplement has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

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Joshua Kyle Purdy, CFP®

Year of Birth: 1993

### EDUCATION AND BUSINESS BACKGROUND

B.S. Lock Haven University of Pennsylvania, 2017, Business Administration

Work History:

2019 - Present: McClarren Financial Advisors - State College, PA – Associate Advisor

2017-2019: State Farm – State College, PA – Office Manager

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### **Item 3 Disciplinary Information**

Joshua Purdy has never been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client's evaluation of us or any of the services MFA provides.

### **Item 4 Other Business Activities**

Joshua Purdy maintains a Life, Accident and Health Insurance license. Mr. Purdy maintains the license in order to assist clients with understanding their insurance policies. He does not maintain his license with any insurance company and is prohibited from selling insurance.

### **Item 5 Additional Compensation**

Joshua Purdy only receives compensation from his work at MFA. He receives no additional compensation in relation to the investment advice provided to Clients from any third parties.

### **Item 6 Supervision**

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